



Household Saving Water

Question 27: Do you consider your household to be saving water?

	JULY 2001 SAMPLE (N = 1352)	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
		MALE	FEMALE	18 TO 34	35 TO 49	50 TO 64	65 YEARS	HISPANIC	ANGLO	LESS	\$20,000	\$35,000	\$50,000	\$75,000	5 YEARS	6 TO 9	10 TO 19	20 YEARS
				YEARS	YEARS	YEARS	AND OVER			THAN \$20,000	TO \$35,000	TO \$50,000	TO \$75,000	OR MORE	OR LESS	YEARS	YEARS	OR MORE
Yes - Consider household to be saving water	91%	90%	91%	87%	88%	94%	95%	92%	90%	92%	90%	92%	92%	84%	88%	83%	93%	91%
No - Do not consider household to be saving water	8%	7%	8%	11%	9%	5%	3%	7%	8%	7%	9%	7%	6%	13%	10%	13%	4%	7%
Don't know/won't say	2%	3%	1%	2%	3%	1%	1%	1%	2%	1%	1%	1%	2%	3%	2%	3%	2%	1%

	JULY 2001 SAMPLE (N = 1352)	EDUCATION					COMMUNITY PLANNING AREA								
		SOME H.S. OR LESS	H.S. GRAD.	SOME COLL./ ASSOC.	COLL. GRAD.	GRAD. WORK OR DEGREE	CENTRAL ABQ	WEST- SIDE	FOOT- HILLS	MID- HEIGHTS	EAST GATEWAY	NEAR HEIGHTS	NORTH ABQ	NORTH VALLEY	SW MESA/ SOUTH VALLEY
Yes - Consider household to be saving water	91%	93%	94%	90%	87%	87%	90%	89%	86%	92%	95%	91%	83%	95%	93%
No - Do not consider household to be saving water	8%	5%	6%	6%	11%	12%	9%	11%	13%	8%	2%	7%	8%	3%	7%
Don't know/won't say	2%	2%	-	3%	2%	1%	1%	1%	1%	1%	3%	2%	8%	2%	1%

Approximately nine-in-ten (91%) residents say they consider their household to be saving water.

Encouragement to Participate in City's Water Conservation Programs

(UNAIDED RESPONSES)

Question 28: What would encourage (has encouraged) you to participate in the city's water conservation programs?

	JULY 2001 SAMPLE (N = 1352)		JULY 2001 SAMPLE (N = 1352)		JULY 2001 SAMPLE (N = 1352)
Knowing our water is limited	37%	Sees city wasting water	*	Water assessments	*
Lower water bill	15%	TV programs	*	Less laundry loads	*
Knowing you are preserving resources	13%	Seeing video tapes about this program	*	News	*
Knowing/doing socially conscious deed	5%	Mayor	*	50/50 faucet replacement	*
Know more about xeriscaping/plants/installment/benefits	5%	Low-flow toilets	*	Keep water safe to drink	*
Mix landscaping with xeriscaping & non-xeriscaping	5%	Pulsating shower head	*	Full dishwasher only	*
Information on how to reduce water use	3%	More time to do it/having help doing it	*	Threat of a fire	*
Know more about low flow toilets/satisfaction w/them	3%	Just the want to do it	*	Do away with so many golf courses	*
Remembering to practice/reminders to practice it	3%	Bottled water	*	Brush fires	*
Financial incentives (rebates/discounts)	2%	Water police	*	Not on city water	*
Do not make property decisions	2%	More public notices	*	Like green lawn	*
Home evaluation & toilet installment at same time	1%	Check sewer/pipes	*	Weather	*
Growing population/development	1%	Bubble system for plants	*	Recycle water for lawn	*
Being able to control the behavior of household members	1%	Let yard die	*	Mandated xeriscaping	*
Do not have landscaping property	1%	Water according to guidelines	*	Schools/school child encouraged it	*
Use leadership/example	*	If landlord would install water saving devices	*	Small lawn	*
Less shower time	*	Lower gas bill	*	Already reducing water use	37%
A way to finance it with installment payments/afford it	*	Individual choice for landscaping	*	Nothing	7%
Green drop days	*	Making it convenient/removing barriers	*	Don't know/won't say	4%

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

When asked what would or has encouraged them to participate in the city's water conservation programs 37% mention knowing our water is limited while 15% are encouraged by lower water bills and 13% know they are preserving resources.

Perception of Albuquerque's Growth Rate

Question 38: In your opinion, is Albuquerque's growth too fast, too slow, or just about right?

2001 DEMOGRAPHIC VARIANCES																			
	OCT. 1999 SAMPLE (N = 1509)	JULY 2001 SAMPLE (N = 1352)	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
			MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS AND OVER	HISPANIC	ANGLO	LESS THAN \$20,000	\$20,000 TO \$35,000	\$35,000 TO \$50,000	\$50,000 TO \$75,000	\$75,000 OR MORE	5 YEARS OR LESS	6 TO 9 YEARS	10 TO 19 YEARS	20 YEARS OR MORE
Too fast	62%	53%	51%	55%	39%	57%	56%	62%	57%	53%	57%	60%	42%	58%	46%	36%	53%	49%	61%
Just about right	32%	37%	37%	37%	45%	35%	36%	30%	38%	36%	37%	31%	46%	36%	42%	45%	37%	39%	33%
Too slow	3%	6%	8%	5%	12%	5%	4%	3%	4%	6%	4%	5%	8%	2%	12%	11%	6%	8%	4%
Don't know/won't say	3%	4%	4%	3%	4%	2%	4%	5%	1%	6%	2%	5%	4%	5%	-	8%	5%	4%	2%

2001 DEMOGRAPHIC VARIANCES																	
	OCT. 1999 SAMPLE (N = 1509)	JULY 2001 SAMPLE (N = 1352)	EDUCATION					COMMUNITY PLANNING AREA									
			SOME H.S.	H.S.	SOME COLL/	COLL	GRAD.	CENTRAL ABQ	WEST- SIDE	FOOT- HILLS	MID- HEIGHTS	EAST GATEWAY	NEAR HEIGHTS	NORTH ABQ	NORTH VALLEY	SW MESA/ SOUTH VALLEY	
			OR LESS	GRAD.	ASSOC.	GRAD.	DEGREE										
Too fast	62%	53%	61%	57%	52%	47%	55%	58%	54%	44%	50%	49%	58%	44%	65%	62%	
Just about right	32%	37%	31%	38%	37%	38%	37%	38%	34%	42%	42%	39%	31%	45%	29%	33%	
Too slow	3%	6%	5%	3%	8%	9%	4%	1%	7%	7%	6%	6%	8%	7%	3%	5%	
Don't know/won't say	3%	4%	3%	2%	3%	7%	4%	4%	5%	6%	2%	6%	3%	5%	3%	1%	

The majority of residents (53%) feel Albuquerque is growing too fast, while 37% feel the rate of growth is about right and 6% feel Albuquerque is growing too slowly. Residents who are more apt to feel Albuquerque is growing too fast include:

- seniors (62%) as compared to those under the age of 35 (39%);
- those who have lived in Albuquerque 20 years or more (61%) as compared to those living here for 5 years or less (36%);
- residents of the North Valley (65%) and Southwest Mesa/South Valley (62%); and
- those who think Albuquerque has become a worse place to live over the past year (69%).

Comparison to Previous Study: Residents are less inclined to believe Albuquerque is growing too fast than was observed in the 1999 study (53% and 62%, respectively).

Preferred Type of Growth in Albuquerque's Residential Areas

Question 39: In your opinion, should Albuquerque residential areas...

- P** Grow through developing vacant land in the built up parts of the city
- P** Grow on vacant land that is now on the outer boundaries of the city

2001 DEMOGRAPHIC VARIANCES

	OCT. 1999 SAMPLE (N = 1509)	JULY 2001 SAMPLE (N = 1352)	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
			MALE	FEMALE	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS AND OVER	HISPANIC	ANGLO	LESS THAN \$20,000	\$20,000 TO \$35,000	\$35,000 TO \$50,000	\$50,000 TO \$75,000	\$75,000 OR MORE	5 YEARS OR LESS	6 TO 9 YEARS	10 TO 19 YEARS	20 YEARS OR MORE
Grow through developing vacant land in the built up parts of the city	46%	44%	45%	43%	45%	43%	49%	38%	37%	48%	42%	46%	46%	51%	48%	42%	55%	42%	44%
Grow on vacant land that is now on the outer boundaries of the city	26%	30%	30%	29%	36%	35%	20%	24%	37%	24%	33%	35%	30%	27%	27%	34%	33%	27%	28%
Both types of growth (<i>volunteered</i>)	12%	10%	12%	9%	9%	9%	13%	10%	10%	10%	6%	8%	11%	8%	18%	12%	5%	15%	9%
Neither (<i>volunteered</i>)	4%	6%	6%	6%	3%	5%	8%	8%	6%	6%	7%	4%	5%	7%	3%	4%	2%	6%	7%
No growth at all (<i>volunteered</i>)	3%	2%	2%	3%	1%	3%	3%	3%	2%	3%	2%	2%	1%	2%	*	*	3%	2%	3%
Don't know/won't say	9%	8%	6%	10%	5%	5%	9%	17%	8%	8%	11%	6%	6%	5%	3%	9%	3%	8%	9%

2001 DEMOGRAPHIC VARIANCES

	OCT. 1999 SAMPLE (N = 1509)	JULY 2001 SAMPLE (N = 1352)	EDUCATION					COMMUNITY PLANNING AREA										SW MESA/ SOUTH VALLEY
			SOME H.S. OR LESS	H.S. GRAD.	SOME COLL./ ASSOC.	COLL. GRAD.	GRAD. WORK OR DEGREE	CENTRAL ABQ.	WEST- SIDE	FOOT- HILLS	MID- HEIGHTS	EAST GATEWAY	NEAR HEIGHTS	NORTH ABQ.	NORTH VALLEY			
Grow through developing vacant land in built up parts of city	46%	44%	28%	38%	49%	48%	54%	44%	38%	40%	43%	56%	51%	50%	38%	31%		
Grow on vacant land that is now on the outer boundaries	26%	30%	40%	33%	29%	23%	20%	36%	31%	24%	24%	25%	30%	29%	40%	37%		
Both types of growth	12%	10%	6%	10%	9%	14%	15%	7%	15%	14%	16%	5%	4%	9%	7%	10%		
Neither	4%	6%	8%	7%	5%	5%	4%	3%	10%	4%	5%	8%	5%	5%	4%	6%		
No growth at all	3%	2%	2%	2%	2%	3%	2%	1%	2%	1%	3%	2%	2%	2%	4%	6%		
Don't know/won't say	9%	8%	15%	10%	6%	6%	5%	8%	4%	15%	10%	4%	8%	5%	7%	11%		

* *Less than 1% reported.*

When given the option, the plurality (44%) of residents say they would prefer that residential areas in Albuquerque grow through developing vacant land in the built up parts of the city. Thirty percent disagree, believing growth should take place on vacant land that is now on the outer city boundaries, while 10% would like to see both types of growth.

Ethnicity: Anglo residents are twice as likely to prefer the city grow through developing vacant land in built up part of the city rather than on land on the outer boundaries (48% and 24%, respectively). In comparison, Hispanics are equally divided on the issue with 37% preferring each type of growth over the other.

CPA: Residents in East Gateway (56%), Near Heights (51%) and North Albuquerque (50%) are more inclined than others to prefer growth through developing vacant land within the city.

Suggestions on What to Build/Develop on Local Vacant Land

(UNAIDED RESPONSES)

Question 40: In thinking of vacant land in your part of town, what would you like to see built or developed on the vacant land?

	JULY 2001 SAMPLE (N = 1352)		JULY 2001 SAMPLE (N = 1352)		JULY 2001 SAMPLE (N = 1352)
City parks/recreational facilities	27%	Convenience stores	*	Dave & Busters	*
Single family housing/separate free-standing dwelling	17%	Low income housing	*	Hotel	*
Want no development on this vacant land	11%	Fast food	*	YMCA	*
Multi-family housing/apartments/townhouses	5%	Cultural center	*	Senior citizen housing	*
Grocery stores	5%	Businesses	*	Hardware stores	*
Youth center	4%	Walking trail	*	Art center	*
Neighborhood retail and service businesses	4%	Hospital	*	High tech businesses	*
Large retail stores	3%	Swimming pools	*	New baseball stadium	*
Regional shopping mall	3%	Churches	*	Laundromat	*
Restaurants	2%	Day care center	*	Pharmacy	*
School	1%	A MVD office	*	Green spaces	*
Senior center	1%	Dog parks	*	Freeway loop	*
Landscaping/planting/ground maint./weed removal	1%	Golf courses	*	Drug treatment center	*
Police substation	1%	Playgrounds	*	Lumber store	*
Movie theater	1%	Amusement park	*	Vet hospital	*
Community center	1%	Businesses with jobs	*	Parking areas	*
Library	1%	Museum	*	Gas stations	*
Sports arena/sports oriented	*	Gardens	*	Skate park	*
Super Wal-Mart	*	Drag strip	*	Farms	*
Homeless shelter	*	Water fountain	*	Upscale homes	*
Offices	*	Performing arts center	*	Community services	*
Entertainment	*	Parking	*	There is no vacant land in this part of town	17%
Affordable housing	*	Clinic	*	Don't know/won't say	10%

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

When asked in an unaided, open-ended manner what type of growth they would prefer on the vacant land in their part of town, the plurality (27%) say they would like city parks/recreational facilities, while 17% would like to see single family housing and 11% say they do not want any development on the vacant land.

Support/Opposition Towards Unifying Local Governments

Question 90: Finally, do you generally support or oppose the concept of unifying local governments by combining the City of Albuquerque and Bernalillo County governments?

		2001 DEMOGRAPHIC VARIANCES																	
	<i>OCT. 1999 SAMPLE (N = 1509)</i>	<i>JULY 2001 SAMPLE (N = 1352)</i>	GENDER		AGE				ETHNICITY		ANNUAL HOUSEHOLD INCOME					LENGTH OF ABQ. RESIDENCY			
			<i>MALE</i>	<i>FEMALE</i>	<i>18 TO 34 YEARS</i>	<i>35 TO 49 YEARS</i>	<i>50 TO 64 YEARS</i>	<i>65 YEARS AND OVER</i>	<i>HISPANIC</i>	<i>ANGLO</i>	<i>LESS THAN \$20,000</i>	<i>\$20,000 TO \$35,000</i>	<i>\$35,000 TO \$50,000</i>	<i>\$50,000 TO \$75,000</i>	<i>\$75,000 OR MORE</i>	<i>5 YEARS OR LESS</i>	<i>6 TO 9 YEARS</i>	<i>10 TO 19 YEARS</i>	<i>20 YEARS OR MORE</i>
Support combining City of ABQ and Bernalillo County govern.	44%	42%	50%	35%	42%	46%	45%	33%	44%	42%	30%	42%	45%	51%	65%	36%	39%	49%	42%
Depends	9%	9%	8%	10%	7%	8%	12%	9%	8%	10%	8%	10%	8%	9%	8%	10%	12%	11%	8%
Oppose combining City of ABQ and Bernalillo County govern.	28%	24%	24%	25%	26%	26%	24%	19%	24%	23%	28%	24%	25%	21%	20%	22%	25%	21%	26%
Don't know/won't say	19%	24%	18%	30%	25%	20%	18%	38%	24%	25%	34%	25%	22%	19%	8%	32%	23%	19%	24%

		2001 DEMOGRAPHIC VARIANCES															
	OCT. 1999 SAMPLE (N = 1509)	JULY 2001 SAMPLE (N = 1352)	EDUCATION					COMMUNITY PLANNING AREA									
			SOME H.S. OR LESS	H.S. GRAD.	SOME COLL./ ASSOC.	COLL. GRAD.	GRAD. WORK OR DEGREE	CENTRAL ABQ	WEST- SIDE	FOOT- HILLS	MID- HEIGHTS	EAST GATEWAY	NEAR HEIGHTS	NORTH ABQ.	NORTH VALLEY	SW MESA/ SOUTH VALLEY	
Support combining City of ABQ and Bernalillo County govern.	44%	42%	36%	37%	41%	48%	54%	45%	51%	38%	48%	34%	37%	41%	37%	42%	
Depends	9%	9%	6%	10%	10%	10%	9%	2%	7%	9%	11%	14%	7%	11%	13%	6%	
Oppose combining City of ABQ and Bernalillo County govern.	28%	24%	20%	26%	28%	21%	21%	27%	22%	23%	21%	30%	26%	26%	22%	28%	
Don't know/won't say	19%	24%	38%	27%	21%	20%	16%	26%	20%	30%	20%	22%	30%	23%	27%	24%	

The plurality (42%) of residents say they generally support the concept of unifying local governments by combining the City of Albuquerque and Bernalillo County governments though 24% are opposed to the idea and 9% say it depends. One-quarter of city residents have not formed an opinion on the issue of unifying local governments. Support for unification is strongest among:

- men (50%) as compared to women (35%);
- those with a household income of \$75,000 or more (65%);

- those who have at least a four-year college degree (51%); and
- Westside residents (51%) and Mid-Heights residents (48%).